

Uniroyal looks to new decade

The rubber and plastics industry, which set new records in 1969, starts a new decade in a strong position to capitalize on the growth opportunities presented by a dynamic but demanding economy, George R. Vila, chairman and president of Uniroyal Inc. said in a year-end statement.

These growth opportunities for rubber and plastics, he said, will come in products for home furnishings and home construction, recreation and leisure, transportation and the agribusiness—all of which represent rapidly expanding markets.

For 1970, the initial year in the dynamic seventies, Vila made the following forecasts:

Sales of rubber and plastic products will increase to about \$17.5 billion, up from an estimated \$16.5 billion in 1969. Total tire sales both for new cars and for replacement, should rise to a record 185 million units next year, up from 176 million units in 1969.

Total free world consumption of rubber is expected to reach 6.8 million long tons in 1970, compared with about 6.4 million long tons in 1969. Domestic consumption will be about 2.75 million tons, compared with 2.6 million tons in 1969.

Of total free world rubber consumption, synthetic rubber will represent some 66.2 per cent, or 4.5 million long tons, compared with 65.5 per cent and 4.2 million long tons in 1969.

Automotive consumption of plastics will continue upward, from about 80-85 pounds a car in 1969 to about 100 pounds in 1970. Some 870 million pounds of plastics will be used by the automotive industry in 1970, up from 670-710 million pounds in 1969.

As the decade of the 1970s progresses, building products will represent one of the strongest growth fields for rubber and plastics, Vila stated. "There will be an unprecedented demand for new or replacement housing units, at an average annual rate



Aerial view of part of Army Ammunition Plant installation

of 2.6 million units, almost twice the current level of 1.45 million units.

"Uniroyal's commitment in this market includes such products as plastics for furniture and wall covering, insulation, urethane plastics for furniture and interior decoration, ABS plastic for drainage pipe and Royalene weather resistant rubber for roofing. During the past year, one of every four new residential units contained ABS plastic drainage plumbing systems. There are indications this percentage will gain substantially in 1970. Uniroyal, a pioneer in development and application of ABS plastics, doubled its capacity for this material during 1969, and is currently a prime sup-

plier to pipe makers in this billion-pound-year-plus market.

"The recreation and leisure market," Vila said, "is now an \$83 billion-year market and one which has increased on the average of 10 per cent a year for the last five years. It shows every indication of sustaining this trend. Uniroyal products for this market include golf balls and equipment, clothing, footwear, and a wide range of athletic playing surfaces. The country's first rubberized urethane-topped all-weather field track was developed by Uniroyal. In addition, we are principal suppliers of products and materials for all-terrain vehicles and snowmobiles, fast-growing segments of the recreational market."

For the transportation industry, Uniroyal continues development of new products particularly plastics engineered to the industry's requirements. Advanced concepts in tires, designed to provide optimum service to the motorist, include the company's unique Uniroyal Master tires—a set engineered specifically for the front wheels and a set engineered for the rear wheels of today's automobiles. The company's Royalene "crackless" rubber is also being used increasingly in white sidewalls to retard deterioration from sunlight and weathering, and in many other automotive applications.

More and more, attention is drawn to the agricultural field

which, because of its inherently economic implications has become known as agribusiness. Uniroyal's interest in this market is directed toward the development of new and improved pesticides and herbicides. In view of the \$11.2 billion annual crop loss due to plant pests, the company has stepped up its efforts to develop products which will meet increasingly critical needs. Prime examples include Solo, a new combination herbicide for weed control; Royal MH-30 for chemically pruning and controlling tobacco growth; and Omite, designed to kill effectively most harmful species of orchard-infesting mites. All products introduced during 1969.